



Word Mark	THE BAD ASS COFFEE CO.
Goods and Services	IC 006. US 002 012 013 014 023 025 050. G & S: [non-luminous and non-mechanical metal signs,]metal key rings. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714 IC 016. US 002 005 022 023 029 037 038 050. G & S: bumper stickers, decals. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714 IC 021. US 002 013 023 029 030 033 040 050. G & S: mugs, shot glasses. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714 IC 025. US 022 039. G & S: t-shirts, tank tops, thongs, hats. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714 IC 030. US 046. G & S: coffee, candy, cocoa mixes. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714 IC 034. US 002 008 009 017. G & S: cigars. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714 IC 043. US 100 101. G & S: coffee bar services. FIRST USE: 19910714. FIRST USE IN COMMERCE: 19910714
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.05.02 - Burros; Donkeys; Jackass; Mules 03.05.24 - Stylized horses, donkeys, zebras 05.01.03 - Palm trees 05.01.10 - More than one tree or bush; thicket; group of trees; Thicket 19.01.25 - Bags, bowling; Bags, camera; Boot bags, ski; Bowling bags; Cosmetic cases; Doctor's bags; Hat boxes; Medical bags; Saddle bags; Tote bags 24.09.07 - Advertising, banners; Banners 26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles 26.01.21 - Circles that are totally or partially shaded. 26.13.21 - Quadrilaterals that are completely or partially shaded 26.13.25 - Quadrilaterals with one or more curved sides 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters
Serial Number	78457364
Filing Date	July 27, 2004
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	June 21, 2005
Registration Number	2995294
Registration Date	September 13, 2005
Owner	(REGISTRANT) Bad Ass Coffee Company of Hawaii, Inc. CORPORATION UTAH 155 West Malvern Avenue

Salt Lake City UTAH 84105

Attorney of Record Bruce R. Needham

Prior Registrations 2172067;2194520;2194521;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "Coffee Co." APART FROM THE MARK AS SHOWN

Description of Mark The color(s) Yellow, orange, grey, brown, black is/are claimed as a feature of the mark. The mark consists of an ass with a grey body and black hair carrying a brown sack surrounded by a circle shaded from yellow to green from top to bottom and having green palms on top of the circle, the stylized lettering shaded from yellow to orange from top to bottom.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20151019.

Renewal 1ST RENEWAL 20151019

Live/Dead Indicator LIVE

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